

# Hotel Business<sup>®</sup> DESIGN

The Business of Hospitality Style<sup>®</sup>

# 2012 Media Kit

## Hotel Business DESIGN™ Digital Media Opportunities



### 1 LEADERBOARD BANNER

These horizontal skyscrapers adorn the top of every page within hotelbusinessdesign.com.

### 2 MULTIMEDIA POSITION

Located toward the top-right of hotelbusinessdesign.com resides a high-profile spot for animated ads and/or video.

### EMAIL NEWSLETTER

Horizontal ads top our exclusive weekly email with buttons placed within the body.

### INTERSTITIAL AD

Clicking on an article headline activates this special ad before the full story is displayed.

### Hotel Business DESIGN™ MOBILE

Our new, high-speed Mobile platform provides LIVE news feeds, an industry events Calendar, real-time Library search, and more from any web-enabled mobile device (such as iPhone, Android, and BlackBerry). Advertising sponsorships available.



Hotel Business DESIGN™ is the only design magazine published exclusively for the hospitality industry's most active owners; developers; management companies; architects; designers and purchasing professionals.



## 2012 Hotel Business DESIGN™ Editorial Calendar

Issue	Issue Topic	Trend Report	Special Features	Bonus Distribution
<b>January/February</b>  <b>Space: 1/2</b> <b>Materials: 1/4</b>	<b>The Renovation Issue</b> Check In Viewpoint Designer Insight Vendors' Showcase	Bedding & Linens	Spa Design New Faces in the Industry	
<b>March/April</b>  <b>Space: 3/6</b> <b>Materials: 3/7</b>	<b>The Green Issue</b> Check In Viewpoint Designer Insight Vendors' Showcase	Flooring	International Spotlight Lobby Design	
<b>May/June</b>  <b>Space: 4/18</b> <b>Materials: 4/19</b>	<b>The People Issue</b> Check In Viewpoint Designer Insight Vendors' Showcase	Lighting Fabrics & Wallcoverings	Top Purchasing Companies Restaurant & Bar Design	<b>HD Expo, Las Vegas</b>
<b>July/August</b>  <b>Space: 7/2</b> <b>Materials: 7/3</b>	<b>The Brand Issue</b> Check In Viewpoint Designer Insight Vendors' Showcase	Bath Design	Purchasing Roundtable Coverage Fitness Centers & Pool Design	
<b>September/October</b>  <b>Space: 8/16</b> <b>Materials: 8/17</b>	<b>The Boutique Issue</b> Check In Viewpoint Designer Insight Vendors' Showcase	Furniture	Top Architects & Designers Spa Design International Spotlight	<b>HD Boutique, Miami</b>
<b>November/December</b>  <b>Space: 10/5</b> <b>Materials: 10/8</b>	<b>The Owners' Issue</b> Check In Viewpoint Designer Insight Vendors' Showcase	Technology	Architects & Designers' Roundtable Coverage Restaurant & Bar Design	<b>International Hotel/Motel &amp; Restaurant Show, New York</b>